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ABSTRACT

This course content guide was developed in accordance with the Standards for Accreditation of Public Schools adopted by the Arkansas State Board of Education. The guide is offered as a framework upon which a curriculum can be built. Within the subject area and at each grade level, the content guide identifies skills at three instructional levels: basic, developmental, and extensions. The basic skills are those skills that all students must master and upon which the minimum performance test items are based. Extensions are suggested for those learners who have mastered the required basic and recommended developmental skills. Extensions stress the higher order thinking, processing, and problem-solving skills. These extensions suggest ways for the teacher to broaden student learning on a grade level without introducing more basic skills from subsequent grade levels. This business ownership and management guide offers skills sequenced for grades 11 and 12. This guide lists skills for the following three courses: business law (the judicial system, minors, consumer law, business law, contracts, credit, sales contracts, employment, commercial paper, insurance, and real and personal property); entrepreneurship (business environments, social and economic implications of business, decision making, planning, legal aspects of business ownership, legal issues and the small business, capital and credit, protecting assets, management functions, controlling, personnel management, financial management, marketing management, taxes and government regulations, community relations); and junior executive training (JET) (business environments, social and economic implications of business, leadership, decision making, human relations, communications, business machines, planning, legal issues, and other business management functions). (KC)

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INTRODUCTION

The STANDARDS FOR ACCREDITATION OF PUBLIC SCHOOLS, adopted by the Arkansas State Board of Education, required the development of these course content guides. The Standards also required that essential skills be identified for each course taught in the public schools of Arkansas. Committees of classroom teachers, curriculum specialists, principals, superintendents, staff members from institutions of higher education and Department of Education personnel jointly identified the skills included in each of the guides.

These guides are offered as a framework on which a curriculum can be built; they should not be considered the complete (only) curriculum of a school. After adopting the guides and after careful planning, the local staff should extend them by developing teaching plans, identifying resources, selecting presentation methods and coordinating evaluative techniques with skills to be taught. From these expansions of the course content guides, a more complete curriculum guide can emerge.

Within each subject area and at each grade level, skills have been identified at three instructional levels: basic, developmental and extensions. The basic skills are those skills which all students must master. They are also the skills on which the Minimum Performance Test items are based. A comprehensive guide should exceed minimum levels of expectation. Developmental skills and extensions are also included.

Extensions are suggested for those learners who have mastered the required basic and recommended developmental skills. Extensions stress the higher order thinking, processing and problem solving skills. These extensions suggest ways for the teacher to broaden student learning on grade level without introducing more basic skills from subsequent grade levels.

The nature of some subject areas requires sequencing of skills. In those subject areas, skills are sequenced by grade level. Sequencing in some subject areas is left to the discretion of the school district and teachers.

The Student Assessment/Minimum Performance testing program coordinates with the statement of basic skills in the course content guides. The Minimum Performance Test measures mastery of basic skills. Promotion from the eighth grade will depend upon mastery of the basic skills listed in the five course content guides for reading, mathematics, language arts, science and social studies.

No curriculum should be considered static. Updating of the guides should be a continuous process. Responses from educators will help determine when revision is needed.

The Department and the State Board of Education recognize the outstanding work of those professional educators who have contributed to the development of these guides. Without their help, this work could not have been accomplished.

Business Law

Grade Level: 11, 12 Prerequisites: None

Business Law is a one- or two-semester course designed to acquaint the student with some of the legal problems and rights encountered in business transactions. This course will include law and the judicial system; laws relating to minors, consumers, and the business firm; elements of contracts; credit; sales contracts; employment laws; commercial paper; insurance and property rights.

The following areas of instruction should be included in a one-semester course: law and the judicial system, laws relating to minors, elements of contracts, employment laws, commercial paper, and insurance.

LAW AND THE JUDICIAL SYSTEM

Basic Skills

1.1 Define administrative law, Bill of Rights, business law, case law, common law, constitution, doctrine of "stare decisis", ordinances, statutes, unconstitutional, UCC.
1.2 Identify four kinds of law in the United State.
1.3 Name two great systems of law.
1.4 State the differences in criminal and civil law.
1.5 Explain the following amendments: First, Fourth, Fifth, Fourteenth, Fifteenth, Nineteenth, Twenty-sixth.
1.6 Define terms that relate to citizenship.
1.7 Name the three constitutional rights of individuals.
1.8 Define terms relating to law enforcement and the courts.
1.9 Name the three agencies involved in law enforcement.
1.10 List differences between juvenile and adult courts.
1.11 Define terms relating to criminal law.
1.12 List steps in criminal action procedures.
1.13 Define terms relating to civil law.
1.14 List steps in civil action procedures.
1.15 List steps in jury trial procedures.
1.16 Identify the two classification of crimes.
1.17 Name the common business-related crimes.
1.18 Explain the ages at which one becomes liable for crimes.
1.19 List the common defenses to criminal charges.
1.20 Define probation, pardon, and parole.
1.21 Define terms relating to torts.
1.22 List common intentional torts.
1.23 List three things that must occur in order to constitute defamation.
1.24 List ways one acquires citizenship.

Developmental Skills

1.25 Explain the four kinds of law in the United States.
1.26 Give examples of natural, civil, and political rights.
1.27 Explain why our law is constantly changing.

1.28 Give examples of local, state and federal law enforcement.
1.29 Explain why minors are treated differently in the court system.
1.30 Discuss the advantages and disadvantages of small claims court.
1.31 Explain what an answer to a complaint must state.
1.32 Explain how judgment is satisfied in criminal and civil cases.
1.33 Explain how potential jurors are selected.
1.34 Give examples of misdemeanors and felonies.
1.35 Give examples of business-related crimes.
1.36 Discuss one's rights when arrested.
1.37 Explain common defenses to criminal charges.
1.38 Differentiate between probation, parole, and pardon.
1.39 Give an example of each common business tort.
1.40 Discuss the difference between absolute and strict liability.
1.41 Give an example of vicarious liability.
1.42 Explain when punitive or exemplary damages will be awarded.
1.43 Explain contributory negligence.
1.44 Explain comparative negligence.
1.45 Explain reasons parties may want to settle disputes out of court, citing specific cases.

Extension Skills

1.75 Relate the First, Fourth, Fifth, Fourteenth, Fifteenth, Nineteenth, and Twenty-sixth Amendments to everyday life.
1.76 Write a short report on how our federal court system is organized, how it functions, and its purpose.
1.77 Prepare a chart showing a typical state court system and a chart showing the federal court system.
1.78 Examine newspapers for examples of civil and criminal actions.
1.79 Research civil and criminal cases and give description of each one.
1.80 Participate in a mock trial.
1.81 Visit local court and discuss aspects of a trial.
1.82 Explain points of law illustrated in films relating to civil and criminal law.
1.83 Research Arkansas laws regarding age of criminal liability.
1.84 Examine newspapers for articles dealing with business crimes.
1.85 Classify in short form crimes against persons, property, government and administration of justice, public peace, buidlings, consumers, and decency.
1.86 Explain why the accused needs to be represented by a lawyer.

LAW AND THE MINOR

Basic Skills

2.1 Define the terms relating to minors.
2.2 Identify the types of contracts minors may and may not disaffirm.
2.3 Identify specific laws that affect minors only.
2.4 List parents' rights and duties.
2.5 List students' rights and duties.
2.6 Recognize minors' responsibilities for necessaries.
2.7 List the four requirements a necessary must meet to require payment by a minor.
2.8 List the reasons a driver's license may be suspended.

Developmental Skills

2.25 Give examples of necessaries.
2.26 Compare the differences in the legal status of a minor and an adult.
2.27 Explain what has brought about changes in laws for minors.
2.28 Discuss reasons for treating minors differently from adults.
2.29 Compare laws regarding minors to real-life situations.

Extension Skills

2.75 Examine specific Arkansas laws concerning minors.
2.76 View films and write a short report on safe driving techniques.
2.77 Justify why society has lowered the age of majority.
2.78 Critique news articles concerning minors.
2.79 Visit a juvenile detention center and interview a juvenile officer.
2.80 Research court cases concerning minors and give an oral report.

LAW AND THE CONSUMER

Basic Skills

3.1 Define the terms relating to consumer law.
3.2 List specific ways consumer laws protect individuals.
3.3 List and explain common unfair trade practices.
3.4 Identify information required on labeling.
3.5 State the purpose of the Consumer Product Safety Act; Fair Labeling and Packaging Act; Food, Drug and Cosmetic Act; Hazardous Substance Labeling Act; and Flammable Fabrics Act.
3.6 State the purpose of the following government agencies: Consumer Product Safety Commission, Food and Drug Administration and Federal Trade Commission.
3.7 State the purpose of the Better Business Bureau and the Consumer Union.

Developmental Skills

3.25 Give examples of the following unfair trade practices: false and misleading advertising, bait and switch advertising, lottery, unfair pricing methods, unfair price cutting, misbranding, mislabeling, misuse of trademarks or trade names, and commercial bribery.
3.26 Explain reasons why the marketplace has changed from "caveat emptor" and "caveat venditor."
3.27 Explain how consumer laws relate to real-life situations.
3.28 Explain how weights and measures laws are enforced.

Extension Skills

3.75 Prepare a Consumer Law Notebook containing examples of unfair trade practices.
3.76 Critique news articles relating to consumers.
3.77 Examine pamphlets from federal, state, and local agencies regarding consumer laws and discuss examples.
3.78 Examine specific Arkansas laws concerning consumers.

LAW FOR THE BUSINESS FIRM

Basic Skills

4.1 Define terms relating to the business firm.
4.2 List and explain the three types of commerce in the United States.
4.3 Identify federal laws governing competition.
4.4 List examples of administrative agencies at the local, state, and federal levels.

Developmental Skills

4.25 Explain how eminent domain applies to public utilities.
4.26 Explain how our government regulates public utilities.
4.27 Describe our government's involvement in the following areas: cultivating human talents, new and old businesses, preserving natural resources, farming, mental and physical health, and research and development.
4.28 Explain the powers of administrative agencies.

Extension Skills

4.75 Explain why judges seldom overturn administrative agency decisions.
4.76 Describe the process of administrative agency action.
4.77 Examine Small Business Administration materials.
4.78 Cite changes in laws regarding government funding.

CONTRACTS

Basic Skills

5.1 Define terms relating to contracts.
5.2 State the requirements of a valid contract.
5.3 List the requirements of an offer.
5.4 List the requirements of an acceptance.
5.5 Name the six ways an offer is ended.
5.6 Name the ways an offer is kept open.
5.7 Identify the types of illegal agreements which render a contract void.
5.8 Indicate what does and does not constitute consideration.
5.9 State the exceptions to the requirement of consideration.
5.10 Identify reasons for rendering a contract voidable.
5.11 State five elements that must be present to constitute fraud.
5.12 Identify three classifications of contracts.
5.13 List six types of contracts subject to the statute of frauds.
5.14 List the four ways in which contracts may be discharged.
5.15 List the remedies for breach of contract.
5.16 Name the ways in which a party may lose remedy in a court of law.
5.16 Describe the way a court interprets written contracts.
5.18 List the four criteria alteration must meet in order to discharge a contract.
5.19 Identify the four types of damages for which one may sue.
5.20 List claims not discharged by bankruptcy.
5.21 Identify assets exempt from seizure in bankruptcy.

Developmental Skills

5.25 Identify parties who do not have capacity to contract.
5.26 Give examples of valid offers.
5.27 Give an example comparing an option to a firm offer.
5.28 Describe an invalid acceptance.

5.29 Examine the law concerning acceptance by mail and telegraph.
5.30 Contrast unilateral and bilateral contracts.
5.31 Give examples of illegal agreements.
5.32 Give examples of forbearance, existing obligation, and past performance.
5.33 Describe situations involving duress, undue influence, and fraud.
5.34 Discuss the effect of a bilateral mistake and a unilaterial mistake on a contract.
5.35 Demonstrate understanding of opinion versus fact by giving an example using each.
5.36 Classify contracts as to express, implied, or quasi.
5.37 Classify contracts as to formal or simple.
5.38 Classify contracts as to executed or executory.
5.39 Give examples of contracts subject to the statute of frauds.
5.40 Present a situation in which parol evidence rule would be used.
5.41 Explain the difference between an assignment of a contract and a delegation of duties.
5.42 Discuss the rights of an assignee.
5.43 Explain the difference in impossibility of performance and difficulty of performance.
5.44 Explain when and why performance is available and when it is denied.

Extension Skills

5.75 Discuss void, voidable, and valid contracts.
5.76 Determine whether newspaper advertisements are offers or invitations to make an offer.
5.77 Research cases involving illegal agreements.
5.78 Examine contracts and identify basic elements of a valid contract.
5.79 Research court cases involving assignment and breach of contract.
5.80 Categorize contracts as to assignable and nonassignable.
5.81 Create a valid contract.
5.82 Evaluate bankruptcy laws in Arkansas.

CREDIT

Basic Skills

6.1 Define terms relating to credit.
6.2 State the purpose of the following acts: Fair Credit Reporting Act, Equal Credit Opportunity Act, Fair Credit Billing Act, Fair Debt Collections Practices Act, Truth in Lending Act.

Developmental Skills

6.25 Discuss the difference between secured and unsecured debts.
6.26 Discuss the various types of remedies the creditor has as other means of assuring payment in case of default.
6.27 Discuss the advantages and disadvantages of buying on credit versus buying for cash.

Extension Skills

6.75 Discuss the responsibilities of owning a credit card.
6.76 Discuss the impact of recent federal legislation on consumer buying, leasing, and borrowing.
6.77 Dramatize opening of an account at a department store.

SALES CONTRACTS

Basic Skills

7.1 Define terms relating to sales contracts.
7.2 List items which are not considered to be goods by the UCC.
7.3 List the rights and duties of ownership.

Developmental Skills

7.25 Explain the difference in a sale and a contract to sell.
7.26 Give examples of a casual seller.
7.27 Discuss how the laws of contracts apply to sales.
7.28 Examine and give reasons legal restrictions are placed on sales.
7.29 Determine if unordered goods must be paid for and give reasons for answer.

Extension Skills

7.75 Examine a sales contract.
7.76 Determine the local restrictions on what can and cannot be sold and why.

EMPLOYMENT

Basic Skills

8.1 Define the terms relating to employment.
8.2 State the purpose of the Equal Pay Act of 1963, Age Discrimination Act of 1967, Fair Labor Standards Act, Amended Civil Rights Act of 1964, Occupational Safety and Health Act, and National Labor Relations Act.
8.3 List the rights of the employee.
8.4 List the rights of the employer.
8.5 Name the unfair labor practices of employers
8.6 Name the unfair labor practices by unions.

Developmental Skills

8.25 Discuss the differences in an independent contractor and an employee.
8.26 Discuss elements of an employment contract.
8.27 Examine the benefits of a labor union.
8.28 Give examples of fringe benefits.
8.29 Discuss situations in which workers would not be entitled to workman's compensation.
8.30 Explain the purpose of an affirmative action plan.
8.31 Discuss child labor laws.
8.32 Explain labor laws that affect women.
8.33 Discuss the importance of workman's compensation laws.
8.34 Explain, under common law, when the employer is liable and is not liable for injuries of a worker.

Extension Skills

8.75 Report on personal employment experiences.
8.76 Analyze a union management contract.
8.77 Examine labor laws concerning industrial homework, convict labor, veterans, and time off to vote.
8.78 Examine current articles relating to labor disputes.
8.79 Report on significant points of child labor laws in the state of Arkansas.

COMMERCIAL PAPER

Basic Skills

9.1 Define terms relating to commercial paper.
9.2 List four main types of commercial paper and define the parties involved in each.
9.3 List and explain types of notes other than Promissory Notes.

9.4 Point out the three differences in a check and a draft.
9.5 State the three ways commercial paper differs from ordinary contracts.
9.6 List ways commercial paper may be discharged.
9.7 Identify what five elements make commercial paper negotiable.
9.8 Distinguish between Bearer and Order paper.
9.9 List the four types of indorsements.
9.10 Name three types of restrictive indorsements.

Developmental Skills

9.25 Explain ways in which commercial paper differs from ordinary contracts.
9.26 Describe the difference in a time and sight draft.
9.27 Discuss why an IOU is not commercial paper.
9.28 Explain the difference in negotiating bearer paper and other paper.
9.29 Give examples of a blank indorsement, special indorsement, qualified indorsement, and a restrictive indorsement.
9.30 Discuss the effect of a forged indorsement.
9.31 Distinguish between an accomodation party and a guarantor.
9.32 Explain the difference in a limited defense and a universal defense.

Extension Skills

9.75 Bring to class and examine a Promissory Note, a Draft, a check, and a Certificate of Deposit.
9.76 Visit a local bank observing the nature of commercial paper, how it is handled, and the steps a check goes through as it is processed.
9.77 Explain the procedures one follows when opening a checking or savings account.

INSURANCE

Basic Skills

10.1 Define terms relating to insurance covering life, fire, and casualty.
10.2 Name the common types of insurance.
10.3 List the more important types of casualty insurance.
10.4 List the two major types of insurance companies.
10.5 State the three criteria a fire must meet before one can collect for loss.
10.6 Name two ways property and casualty insurance contracts are terminated.
10.7 Name and define the various types of coverage available under an automobile insurance policy.
10.8 Identify kinds of life insurance policies that are available.
10.9 List settlement options frequently used in life insurance policies.

Developmental Skills

10.25 Discuss the central elements of an insurance contract.
10.26 Examine insurable interest in property and life.
10.27 Discuss the effect of concealment on a life insurance policy.
10.28 Distinguish between representations and warranties in a life insurance policy.
10.29 Discuss various reasons for carrying liability insurance.
10.30 Discuss the purpose and importance of property and casualty insurance.
10.31 Examine how claims are made and settled.
10.32 Discuss the duties of the insurer in a life insurance policy.

Extension Skills

10.75 Examine insurance policies and their provisions.
10.76 Report on court cases involving proceeds of insurance policies.

10.77 Relate personal experiences involving insurance claims.
10.78 Explain why insurance premiums are higher for young drivers than for others.

REAL AND PERSONAL PROPERTY

Basic Skills

11.1 Define terms relating to personal property.
11.2 Define terms relating to real property.
11.3 List rights and duties of ownership of property.
11.4 Explain the difference in real and personal property.
11.5 Define tangible and intangible property.
11.6 Name ways that personal property may be acquired.
11.7 Define the length of life of a copyright and a patent.
11.8 List the forms of ownership.
11.9 List what is included in real property.
11.10 List limitations on ownership.
11.11 Name ways that real property is acquired.

Developmental Skills

11.25 Give examples of real property and personal property.
11.26 Give examples of tangible and intangible property.
11.27 Give an example of accession.
11.28 Explain the differences between a trademark and a trade name.
11.29 Give examples when a trade name becomes a descriptive term for a product.
11.30 Explain the difference between tenancy in common and joint tenancy.
11.31 Give examples of adverse possession.
11.32 Discuss the steps a person must take to buy real property.
11.33 Explain what mortgaging property means.
11.34 Examine sources of buying and selling real property.

Extension Skills

11.75 Review current news articles involving property rights.
11.76 Simulate steps in obtaining a copyright and patent.
11.77 Determine whether ownership is tenancy in common or joint tenancy by presenting cases.
11.78 Research community property laws in Arkansas.
11.79 Evaluate a will explaining various aspects.

Entrepreneurship

Grade Level: 11, 12 Prerequisites: None

Entrepreneurship (Business Principles and Management) is a two-semester course designed to offer an overview of the American business enterprise system. A study is made of various forms of ownership, internal organization, management functions, and financing as they relate to business. The course content focuses on the concepts and practices of business and office management. The Executive Games with emphasis on managerial decision making are an important component of this course.

BUSINESS AND ITS ENVIRONMENT

Basic Skills

1.1 Define the terms relative to business ownership.
1.2 Explain the changing nature of business.
1.3 Describe the relationship of small business to the American enterprise system.
1.4 Discuss the place of small business in relation to large business.
1.5 Explain the economic contribution of small businesses.
1.6 Describe the characteristics needed to be a successful entrepreneur.
1.7 List and explain advantages and risks of small business ownership.

SOCIAL AND ECONOMIC IMPLICATIONS OF BUSINESS

Basic Skills

2.1 List some of the major social problems that affect business.
2.2 Explain the changing nature of the population of the United States.
2.3 Describe why business is concerned about energy and pollution problems.
2.4 Give examples of how the values of people have influenced business and government.
2.5 Explain how business firms are likely to handle social problems in the future.
2.6 Describe the economic system of the United States.
2.7 Explain the role of private property and profit in our economic system.
2.8 Describe how supply and demand affect the prices of goods and services.
2.9 Explain the importance of economic growth.
2.10 Compare capitalism, socialism, and communism.

BUSINESS DECISION-MAKING

Basic Skills

3.1 Explain the advantages groups have over individuals in problem-solving and decision-making.
3.2 Explain the disadvantages of group problem-solving and decision-making.

3.3 Describe the key elements of successful group functioning.
3.4 Define brainstorming and explain why it is a useful technique in business problem solving and decision-making.
3.5 List group decisions that have affected your life including:
   a. public agencies
   b. political agencies
3.6 Participate in an in-class simulation to experience:
   a. managing human resources
   b. managing productive resources
   c. results of management decisions
   d. examples: Mean Jeans, Jeans Factory, Business Strategy, Lost Colony, Corplan, etc.

Developmental Skills

3.25 Develop business decision-making skills in the areas of production, marketing, and financing through participation in the Executive Games.

Extension Skills

3.75 Participate in group activity to develop a stockholders report based on results achieved in the Executive Games.
3.76 Participate in a group activity to report and defend at district stockholders meeting the results of decisions made through participation in the Executive Games.
3.77 Compare local manufacturing firms with the Executive Games for realism.
3.78 Conduct interviews with local personnel managers to obtain information regarding:
   a. wage scales and fringe benefits
   b. personnel policies
   c. government regulations
   d. organizational charts
   e. quality and cost controls
3.79 Utilize brainstorming techniques to achieve decision-making.
3.80 Attend an annual public stockholders meeting.

BUSINESS PLANNING

Basic Skills

4.1 Define the terms relative to developing a business plan.
4.2 Identify the characteristics of operating a service- or product-type business.
4.3 Identify the operating methods of service- or product-type businesses.
4.4 Identify and describe the techniques of a market survey.
4.5 List sources of obtaining market survey data.
4.6 Describe factors affecting choice of location.
4.7 List sources of outside help in determining locations.
4.8 Discuss suitable buildings for various types of businesses.

Developmental Skills

4.25 Select the necessary equipment for the operations of the business.
4.26 Design the layout for a small business.
4.27 Select the building suitable for the type of business.
4.28 Start a business plan using the following steps:
   a. select a business based on expertise
   b. conduct a business survey
   c. determine an ideal location
   d. develop a financial plan
   e. develop a physical facility including layout and equipment

Extension Skills

4.75 Develop a local market survey instrument as a class project.
4.76 Conduct a market survey.
4.77 Conduct a traffic survey of selected locations in the community and discuss ideal locations of businesses.

LEGAL ASPECTS OF BUSINESS OWNERSHIP

Basic Skills

5.1 Define the terms associated with the four legal forms of business ownership.
5.2 List the advantages and disadvantages of each:
  a. sole proprietorship
  b. partnership
  c. corporation
  d. franchises
5.3 Discuss the rights and duties of partners.
5.4 Identify the types of businesses that are best suited to each legal form of ownership.
5.5 Indicate some of the legal points to be considered when selecting a name for a business.
5.6 Identify examples of each type of business that is located in the local community.
5.7 Identify the basic rights of stockholders.
5.8 Describe how a corporation is formed.
5.9 Explain the scope and development of franchising.

Developmental Skills

5.25 Explain why franchising has been referred to as the "Last Frontier".
5.26 Make a list of the franchise businesses that can be found in the local or area telephone directory.

Extension Skills

5.75 Evaluate franchising opportunities in the local community.
5.76 Obtain a resource person to talk about:
  a. organizing a corporation
  b. obtaining a charter
  c. selling and issuing stock
  d. making reports to the proper state authority

LEGAL ISSUES AND THE SMALL BUSINESS

Basic Skills

6.1 Define terms relative to contracts.
6.2 List and discuss the requirements of a contract.
6.3 Name four means by which a contract may end.
6.4 Describe at least two remedies for breach of contract.
6.5 Discuss insolvency and voluntary versus involuntary bankruptcy.
6.6 Describe what actions a federal court takes when a petition for bankruptcy is filed and adjudged.
6.7 Define terms relative to negotiable instruments.
6.8 Explain how negotiable instruments differ from ordinary contracts.
6.9 Name at least four conditions that must be present for an instrument to be negotiable.
6.10 Describe two methods for transferring negotiable instruments.

6.11 Define terms relative to property.
6.12 Name at least four ways of acquiring real property.
6.13 Discuss how a lease is entered into and how it is terminated.
6.14 Define terms relative to consumer protection.

Developmental Skills

6.25 Evaluate the rights of employees and employers given to them by law.
6.26 Discuss the implications of government regulations of employment.
6.27 Explain unfair labor practices and give details of documentations needed for defense against discrimination.
6.28 List independent administrative agencies created by legislation and the areas of activity over which they have various degrees of control.
6.29 Name at least five federal agencies that provide service and protection to consumers.
6.30 Name at least three private agencies that provide service and protection to consumers.
6.31 Identify some common forms of unfair trade practices.

Extension Skills

6.75 Distinguish between the right of an owner to use property and the rights of a tenant to use property.
6.76 Evaluate the legal basis for government regulations of business.

OBTAINING INITIAL CAPITAL AND CREDIT

Basic Skills

7.1 Define terms relating to the obtaining of initial capital and credit.
7.2 List sources of funds for a new business.
7.3 Distinguish between owned capital, retained earnings, and borrowed capital.
7.4 Discuss the personal financial needs of the owner during the initial stage of operations.
7.5 Describe short- and long-term sources of funding in starting a business.
7.6 List reasons why a business firm might need long-term capital.
7.7 Name the factors that a business should consider before deciding which source of capital to use.
7.8 Describe the uses of a line of credit.

Developmental Skills

7.25 Estimate capital requirements of a small business.
7.26 Prepare an application for initial capital and credit from appropriate lending agencies.
7.27 Prepare required materials for completing the application.

Extension Skills

7.75 Plan an owner's cost-of-living budget for the first three months of the business.
7.76 Interview successful businesspersons concerning how they successfully obtained capital and credit.

PROTECTING ASSETS

Basic Skills

8.1 Explain the common financial business risks through:
a. the loss of ability through disability
b. the loss of a building and/or contents as a result of fire or other disaster
c. the loss of business income through destruction of property

d. the loss of assets through employee dishonesty, shoplifting, and theft
e. the loss of assets through adverse judgments in lawsuits and a result of Tort law

8.2 Define and apply the vocabulary appropriate to the study of insurance.

8.3 Explain the methods of avoiding financial loss through risk:
a. by not going into business
b. self-insurance
c. reducing the risk by installing preventive devices such as sprinkler system, fire alarm, etc.
d. by purchasing insurance

8.4 Distinguish between risks which are insurable and those which are uninsurable.

8.5 Discuss and identify the various types of insurance available for business owners.

8.6 Discuss what the entrepreneur can do to minimize uninsurable risks.

8.7 Determine what constitutes a sound insurance program.

8.8 Discuss the disadvantages of being overinsured or underinsured.

8.9 Determine the criteria to use in selection of an insurance agent.

Developmental Skills

8.25 Analyze the features of a typical business insurance policy.

8.26 Collect newspaper clippings of different types of business losses and discuss what types of coverage were needed for each.

8.27 Discuss and analyze how different types of business organizations require different types of life insurance considerations.

8.28 Prepare a checklist of insurance that might be needed for various small businesses.

Extension Skills

8.75 Organize group to debate the subject "Every owner of an automobile should be required by law to carry liability insurance."

8.76 Draw up an inventory form that would be appropriate to use for a particular business in relation to the need of an inventory list for insurance purposes.

8.77 Devise a table regarding risks. Column headings would include:
a. type of risk
b. preventive or protective action
c. type of insurance

8.78 Investigate the fire insurance rates on business firms located in the community.

MANAGEMENT FUNCTIONS

Basic Skills

9.1 Describe how the work of managers is different from that of other employees.

9.2 List the tools the managers use for planning purposes.

9.3 Name and describe the four functions of management.

9.4 List advantages and disadvantages of managment levels.

9.5 Identify the basic elements to be considered in organizing work.

9.6 Describe the importance of assigning duties, delegating authority, and evaluating the work completed.

9.7 Explain the importance of the organizational chart.

Developmental Skills

9.25 Discuss what factors should be used when establishing divisions of work within a company.

9.26 Compare how the span of control is different at lower and upper levels of an organization.

Extension Skills

9.75 Prepare an organizational chart for a small business; a large business.
9.76 Discuss what problems are likely to result when responsibilities are assigned to an employee, but that employee is given no authority to carry out the assigned responsibilities.

CONTROLLING

Basic Skills

10.1 Identify general types of business controls.
10.2 Discuss four areas needing special types of controls to reduce losses.
10.3 Discuss the need for management information.
10.4 Explain the uses of business research.

Developmental Skills

10.25 Discuss why controlling activities begin as soon as a new operation has been started.
10.26 Explain the necessity of comparing planned budget figures with the actual figures.
10.27 Identify several ways in which the credit costs of a business can be controlled.
10.28 Discuss how the amount of shoplifting in retail stores affects retail prices.

Extension Skills

10.75 Discuss why health and safety programs can be considered a part of cost control.

PERSONNEL MANAGEMENT

Basic Skills

11.1 Define terms that pertain to personnel management.
11.2 Explain the functions of a personnel department.
11.3 Demonstrate the ability to conduct an employer/prospective employee interview.
11.4 Distinguish between fair and unfair employment practices.
11.5 Identify sources for recruiting job applicants.
11.6 Set criteria for selecting personnel.
11.7 Identify ways of increasing individual productivity.
11.8 List methods of developing company pride and employee loyalty.
11.9 Identify the role of labor unions in personnel management.
11.10 Explain the function of the Equal Employment Opportunity Commission.
11.11 Explain laws that have been passed that affect employment practices and give reasons why each of these laws was enacted.
11.12 Discuss the procedures typically followed by the personnel department after applicants have been obtained.
11.13 Describe methods of training new employees.
11.14 Name and describe incentives that should encourage the worker to increase production.
11.15 List fringe benefits that may be available to employees.
11.16 List reasons employees lose their jobs and note the proper procedures for terminating an employee.

Developmental Skills

11.25 Analyze a resume to determine strong and weak points of applicant.
11.26 Develop a plan for training employees.
11.27 Create a plan for employee's fringe benefits.

11.28 Compile sources of finding prospective employees and identify which sources would be best to use when selecting different types of employees.
11.29 Present incentives that might be used to encourage the employee to seek additional training.
11.30 Discuss how an employee should be evaluated and who should do the evaluation.

Extension Skills

11.75 Participate in a "mock" bargaining session between a group of students representing the union and a group of students representing management.
11.76 Participate in a debate on the following topics:
a. sexual harassment on the job
b. discrimination in hiring practices
c. documentation necessary for terminating employees
d. Equal Employment Opportunities Commission
11.77 Interpret the significance of facts listed on a resume in terms of probable job performance success.

FINANCIAL MANAGEMENT

Basic Skills

12.1 Define terms relative to financial management.
12.2 List sources of short-term and long-term financing.
12.3 Explain single entry/double entry accounting systems.
12.4 Describe the differences between common stock, preferred stock, and bonds.
12.5 List the advantages and disadvantages of leasing vs. buying assets.
12.6 Describe how investment credit and depreciation are used by businesses.
12.7 Describe the three "C's" commonly recognized for establishing credit—character, capacity, and capital.
12.8 Describe two sources of credit information—customers, credit agencies.
12.9 List the major requirements of the Truth-in-Lending Act.
12.10 Explain the services offered by commercial banks, savings and loan associations, and trust companies.
12.11 Discuss the importance of purchasing and inventory control.
12.12 Discuss how budgets are used to run business firms efficiently.
12.13 Name the types of credit plans.

Developmental Skills

12.25 Analyze cash-flow statements, income statements, and statements of financial condition.
12.26 Analyze financial statements from the viewpoint of the following:
a. managers
b. owners
c. suppliers
d. lenders
e. unions
f. government
12.27 Write the Small Business Administration and request the brochures available on financing and operating your own business.
12.28 Discuss the relationship of a standardized contract to the Truth-in-Lending Act.

Extension Skills

12.75 Analyze the pros and cons of borrowing at today's interest rates.
12.76 Collect stockholders' reports from major corporations and discuss what information each contains.

12.77 Discuss the importance of purchasing and inventory control by playing the game "Business Strategy".
12.78 Compose a list of assets which would be better leased than purchased based on specific situations.
12.79 Conduct a survey of local businesses and discover how they initially financed their businesses.
12.80 Explain the risk involved and the terminology used in the stock market by playing the "Stock Market Game".

MARKETING MANAGEMENT

Basic Skills

13.1 Define terms associated with marketing, advertising, and selling.
13.2 Distinguish between marketing and consumption.
13.3 Describe the four P's of the marketing mix and explain their inter-relationship.
13.4 Explain the various channels for distributing products from the producer to the consumer.
13.5 Identify common purchasing and transportation problems that businesses may encounter.
13.6 Describe the basic steps involved in ordering and receiving goods.
13.7 Discuss the major methods of shipping goods.
13.8 Explain what "FOB" means.
13.9 Discuss various factors most often used to price goods.
13.10 Explain how the economic principles of supply and demand help determine the price of a product.
13.11 Calculate how goods are marked up or down based on the selling price.
13.12 Discuss the techniques of effective selling and the characteristics needed to be a successful salesperson.
13.13 Describe the steps involved in creating advertisements.
13.14 Describe agencies and guidelines which govern the accuracy and honesty of advertising.
13.15 List and discuss the various uses and benefits of advertising.
13.16 Discuss the importance of quality and economy of a product.
13.17 Discuss the factors involved in planning advertising programs.

Developmental Skills

13.25 Discuss and compare the different types of media that use advertisements.
13.26 Survey the types of media available for advertising in your area.
13.27 Collect and examine local newspapers which contain information about consumer protection groups and new government rulings designed to protect the consumer.
13.28 List several items which sell at lower prices today than in the past.
13.29 Choose a product and explain how supply and demand help determine the price of that product.

Extension Skills

13.75 Evaluate the advertising cost involved for the different types of media.
13.76 Evaluate the various kinds of advertising and sales promotions.
13.77 Evaluate newspaper ads promoting small businesses in your area for their effectiveness and purpose.
13.78 Analyze different forms of displaying merchandise and selling price in local stores in relation to which methods are most effective.
13.79 Write two reports comparing two products of the same type using sources such as "Consumer Report" and "Consumers' Research Magazine."
13.80 Discuss examples of merchandise that may be sold at high prices or at low prices depending on the time of the year.
13.81 Collect copies of annual reports from several companies and prepare a chart analyzing the relationship between marketing expenditures and sales.

BUSINESS TAXES AND GOVERNMENTAL REGULATIONS

Basic Skills

14.1 Define terms related to business taxes and governmental regulations.
14.2 Describe and calculate the three employees and three employer payroll taxes.
14.3 Describe and calculate taxes for self-employment.
14.4 Describe and prepare the declaration of estimated tax request of the self-employed.
14.5 Discuss the types of goods and services subject to the excise tax.
14.6 Explain some of the major federal laws that promote fair competition.
14.7 Describe how patents, copyrights, and trademarks are beneficial to business.
14.8 Discuss anti-trust governmental regulations.
14.9 Discuss environmental government regulation.

Developmental Skills

14.25 Identify excise taxes paid on goods and services in the state of Arkansas.
14.26 Calculate the excise taxes on various goods and services.
14.27 Calculate the sales tax on various products.

Extension Skills

14.75 Discuss the topic "What effect do taxes have on business decisions?"

COMMUNITY RELATIONS

Basic Skills

15.1 Describe the importance of community relations to business.
15.2 Identify the variety of sources from which the community learns about a company.
15.3 Discuss the importance of company involvement in community and professional organizations.
15.4 Identify the outcomes expected in maintaining good community relations.
15.5 Explain the objectives of a community relations program.
15.6 Explain how community relations programs can help companies recruit qualified staff.
15.7 List the procedures to be followed in maintaining good community relations.
15.8 Identify those who should administer and implement the community relations program and describe their function.
15.9 List and describe the recommended steps in planning a community relations program.
15.10 List the media available for communicating a company's community relations program.

Developmental Skills

15.25 Collect local newpaper clippings that illustrate community relations activities of small businesses.
15.26 Discuss the most significant activities of a public relations program for a small business.

Extension Skills

15.75 Develop a public relations program for the Junior Executive Training class.
15.76 Prepare an exhibit to be displayed in local businesses.
15.77 Prepare a presentation suitable for publication, video tape, and/or radio promoting business education, FBLA, the Junior Executive Training class, etc.
15.78 Identify local community needs and brainstorm possible solutions to meet these needs.
15.79 Select a business and identify how its public relations program meets the needs of its employees, customers, stockholders, suppliers, the community, and government agencies.

Junior Executive Training (JET)

Grade Level: 11, 12

Prerequisite: Keyboarding Skills
Accounting I or
concurrently enrolled

Junior Executive Training (JET) is a two-semester, two-period block course designed to focus on small business ownership and the managerial process. It examines the functions of planning, organizing, staffing, directing, and controlling a business. Accounting applications as they pertain to the functions of the small business are included. Leadership development, positive self-image, and attitudinal training are necessary components of the curriculum. In addition, data processing concepts and computer training are included. The Executive Games, with emphasis on managerial decision-making, are an integral part of Junior Executive Training.

BUSINESS AND ITS ENVIRONMENT

Basic Skills

1.1 Define the terms relative to business ownership.
1.2 Explain the changing nature of business.
1.3 Describe the relationship of small business to the American enterprise system.
1.4 Discuss the place of small business in relation to large business.
1.5 Explain the economic contribution of small business.
1.6 Describe the characteristics needed to be a successful entrepreneur.
1.7 List and explain advantages and risks of small business ownership.

SOCIAL AND ECONOMIC IMPLICATIONS OF BUSINESS

Basic Skills

2.1 List some of the major social problems that affect business.
2.2 Explain the changing nature of the population of the United States.
2.3 Describe why business is concerned about energy and pollution problems.
2.4 Give examples of how the values of people have influenced business and government.
2.5 Explain how business firms are likely to handle social problems in the future.
2.6 Describe the economic system of the United States.
2.7 Explain the role of private property and profit in our economic system.
2.8 Describe how supply and demand affect the prices of goods and services.
2.9 Explain the importance of economic growth.
2.10 Compare capitalism, socialism, and communism.

BUSINESS LEADERSHIP

Basic Skills

3.1 Describe a self-starter.
3.2 Display appropriate dress for an executive position.
3.3 Demonstrate proper techniques of good grooming.
3.4 Describe the advantages of a physical fitness program.
3.5 Develop personal short- and long-term goals.
3.6 Identify the components of "Management by Objectives" (MBO).
3.7 Identify and utilize effective time-management techniques.
3.8 Demonstrate an understanding of decision-making skills.
3.9 Demonstrate a basic knowledge of parliamentary procedure necessary to participate in a business meeting.

Developmental Skills

3.25 Utilize MBO format to develop FBLA program of work.
3.26 Describe leadership characteristics learned during one or more FBLS activities on the following levels:
- a. local
- b. district
- c. state
- d. regional
- e. national

Extension Skills

3.75 Demonstrate appropriate attire for a variety of business functions.
3.76 Demonstrate thorough knowledge of parliamentary procedure through testing and performance.
3.77 Recite the FBLA Creed and explain what it can mean as a character builder.
3.78 Organize a parliamentary procedure team for competitive purposes.

BUSINESS DECISION-MAKING

Basic Skills

4.1 Explain the advantages groups have over individuals in problem-solving and decision-making.
4.2 Explain the disadvantages of group problem-solving and decision-making.
4.3 Describe the key elements of successful group functioning.
4.4 Define brainstorming and explain why it is a useful technique in business problem-solving and decision-making.
4.5 List group decisions that have affected your life including:
- a. public agencies
- b. political agencies

4.6 Participate in an in-class simulation to experience:
- a. managing human resources
- b. managing productive resources
- c. results of management decisions
- d. examples: Mean Jeans, Jeans Factory, Business Strategy, Lost Colong, Corplan, etc.

Developmental Skills

4.25 Develop business decision-making skills in the areas of production, marketing, and financing through participation in the Executive Games.

Extension Skills

4.75 Participate in group activity to develop a stockholders report based on results achieved in the Executive Games.
4.76 Participate in a group activity to report and defend at district stockholders meeting the results of decisions made through participation in the Executive Games.
4.77 Compare local manufacturing firms with the Executive Games for realism.
4.78 Conduct interviews with local personnel managers to obtain information regarding:
  a. wage scales and fringe benefits
  b. personnel policies
  c. government regulations
  d. organizational charts
  e. quality and cost controls
4.79 Utilize brainstorming techniques to achieve decision-making.
4.80 Attend an annual public stockholders meeting.

HUMAN RELATIONS

Basic Skills

5.1 Match terms associated with human relations to correct definitions.
5.2 Discuss self-awareness in terms of Maslow's hierarchy of needs, emotions, values, and personality.
5.3 Explain how one's own self-concept can affect success in work situations.
5.4 Discuss how attitudes—positive and negative—are formed.
5.5 Explain the importance of personality traits as they relate to human relations.
5.6 Identify specific actions taken to develop positive attitudes.
5.7 Discuss the relationship between attitude and job performance.
5.8 Describe the human relation skills necessary when interacting with peers, family, organizations, and society.

Developmental Skills

5.25 Demonstrate positive attitudinal traits in dress, body, and facial expressions.
5.26 Develop successful methods to work and interact with peers, administrators, teachers, business people, and other community people.

Extension Skills

5.75 Identify basic personality traits associated with success in the business world.
5.76 Analyze TV news commentary for the difference between positive and negative reports.
5.77 Discuss the segments on attitude from the "I CAN" course.
5.78 Develop as a class project a skit portraying employees with both positive and negative job performance attitudes.
5.79 List, in order of importance, characteristics that constitute positive work attitudes.
5.80 Write a short report describing and analyzing the most successful individual you know.

BUSINESS COMMUNICATIONS

Basic Skills

6.1 Demonstrate proper listening skills.
6.2 Demonstrate correct verbal communications in introductions, conversation, public speaking, and presentations.
6.3 Enunciate clearly so that you can be understood on tape.
6.4 Describe the importance of correct verbal/nonverbal communications in dealing with people.

6.5 Identify various types and uses of telecommunications systems.
6.6 Demonstrate proper techniques in using the telephone.
6.7 Demonstrate proper use of a telephone directory.
6.8 Explain the importance of legible handwriting.
6.9 Practice penmanship skills in completing business forms.
6.10 Develop the "you" approach in written communications.
6.11 Identify the business vocabulary related to business letter writing.
6.12 Describe the characteristics of acceptable business letter writing.
6.13 Identify the structure of different kinds of business letters.
6.14 Recognize sex-biased language in business documents.
6.15 Demonstrate proper dictation techniques—machine and individual.
6.16 Dictate an effective business letter using notes of vital information.

Developmental Skills

6.25 Demonstrate the appropriate procedures for answering and handling incoming business calls during role playing.
6.26 Develop a skill in memory/word association.
6.27 Discuss the current practice of using non-sexist pronouns in publications today.
6.28 Compose various kinds of business letters, such as: sales, collection, requests, persuasive, and follow-up.

Extension Skills

6.75 Develop a skill in abbreviated notetaking.
6.76 Research any current law on job discrimination.
6.77 Organize public and impromptu speaking events in the classroom to select contestants for FBLA competition.

MACHINES IN BUSINESS MANAGEMENT

Basic Skills

7.1 Demonstrate and apply the ten-key touch method.
7.2 Demonstrate and use the memory to solve problems.
7.3 Solve basic business math problems with machine assistance.
- a. add
- b. subtract
- c. multiply
- d. divide
- e. convert fractions to decimals and decimals to fractions
- f. calculate subtotals
- g. solve mixed operations
- h. find the percent of a number
- i. mark decimals accurately
- j. convert an English unit to a metric unit

Developmental Skills

7.25 Solve complex business math problems with machine assistance.
- a. divide using the constant key
- b. solve chain division problems
- c. add using memory
- d. subtract using memory
- e. multiply using memory
- f. divide using memory

g. calculate the percent of increase or decrease
h. compute trade discounts and record accurately the net amount
i. calculate the amount of markup and the selling price
j. find the amount of interest due
k. calculate chain discounts

Extension Skills

7.75 Complete selected prorating problems.
7.76 Compete in an FBLA competitive event at the District level.

INFORMATION PROCESSING

Basic Skills

8.1 Define terms relative to information processing.
8.2 Discuss types of information processing hardware and their characteristics.
8.3 Identify business applications that may be computerized.
8.4 Explain how managers use decision support systems in business.
8.5 List the advantages and disadvantages of using a service bureau.
8.6 List the advantages and disadvantages of owning your own small business computer.
8.7 Discuss methods of selecting a small business computer.
8.8 Discuss the expertise needed for a small business computer.

Developmental Skills

8.25 Discuss the advantages and disadvantages of purchasing, leasing, and/or renting a small business computer.
8.26 Discuss purchased software and the importance of customizing that package to fit a business' needs.
8.27 Discuss the advantages of purchasing a small business computer that allows upgrading as company needs grow.

Extension Skills

8.75 Collect and read newspaper articles and other periodicals for state-of-the-art information.
8.76 Extend an invitation to a bank executive to speak to class on computer crime and computer security.
8.77 Extend an invitation to a small business owner who has a small business computer to speak to the class on topics such as:
a. "How did you come to realize that you needed to computerize your business?"
b. "What process did you go through in choosing the correct small computer for your particular business, etc.?"

MICROCOMPUTERS

Basic Skills

9.1 Define the basic components of a microcomputer system.
9.2 Trace the flow of information through the computer.
9.3 Discuss input/output devices.
9.4 Identify media used by input/output devices.
9.5 Distinguish between hardware and software.
9.6 Discuss the following programming languages: Machine language, Assembly language, FORTRAN, COBOL, RPG, BASIC, PASCAL, etc.

9.7 Discuss the steps in program development process.
9.8 Identify the ANSI system flowcharting symbols.
9.9 Identify the ANSI program flowcharting symbols.
9.10 Flowchart a simple business problem.
9.11 Write a simple BASIC program that will:
- a. use the keywords REM, PRINT, and END
- b. use the keywords NEW, RUN, and LIST
- c. Exhibit the ability to add, delete, and change program lines
- d. obtain a hard copy from the printer
- e. demonstrate the ability to save and load program

Developmental Skills

9.25 Write a BASIC program that wil demonstrate the ability to do the following:
- a. use arithmetic operators in expressions
- b. define numeric variables in equations
- c. use of design and documentation in a program
- d. use the word GOTO

9.26 Demonstrate the ability to use the following prepared software programs:
- a. an electronic spreadsheet
- b. a data base program

Extension Skills

9.75 Write a program that will:
- a. use the keywords GOTO, IF. . . THEN, READ, and DATA
- b. use data terminators
- c. use column headings
- d. use character variables
- e. use a program design
- f. use a flowchart

9.76 Demonstrate a familiarity with the following prepared software:
- a. a word processing program
- b. program that must be merged—examples: electronic spreadsheet, data base, and word processing

9.77 Complete several problems to be flowcharted and coded in the BASIC language.

BUSINESS PLANNING

Basic Skills

10.1 Define the terms relative to developing a business plan.
10.2 Identify the characteristics of operating a service- or product-type business.
10.3 Identify the operating methods of service- or product-type businesses.
10.4 Identify and describe the techniques of a market survey.
10.5 List sources of obtaining market survey data.
10.6 Describe factors affecting choice of location.
10.7 List sources of outside help in determining locations.
10.8 Discuss suitable buildings for various types of businesses.

Developmental Skills

10.25 Select the necessary equipment for the operation of the business.
10.26 Design the layout for a small business.
10.27 Select the building suitable for the type of business.

10.28 Start a business plan using the following steps:
- a. select a business based on expertise
- b. conduct a business survey
- c. determine an ideal location
- d. develop a financial plan
- e. develop a physical facility including layout and equipment

Extension Skills

10.75 Develop a local market survey instrument as a class project.
10.76 Conduct a market survey.
10.77 Conduct a traffic survey of selected locations in the community and discuss ideal locations of businesses.

LEGAL ASPECTS OF BUSINESS OWNERSHIP

Basic Skills

11.1 Define the terms associated with the four legal forms of business ownership.
11.2 List the advantages and disadvantages of each:
- a. sole proprietorship
- b. partnership
- c. corporations
- d. franchises

11.3 Discuss the rights and duties of partners.
11.4 Identify the types of businesses that are best suited to each legal form of ownership.
11.5 Indicate some of the legal points to be considered when selecting a name for a business.
11.6 Identify examples of each type of business that is located in the local community.
11.7 Identify the basic rights of stockholders.
11.8 Describe how a corporation is formed.
11.9 Explain the scope and development of franchising.

Developmental Skills

11.25 Explain why franchising has been referred to as the "Last Frontier."
11.26 Make a list of the franchise businesses that can be found in the local or area telephone directory.

Extension Skills

11.75 Evaluate franchising opportunities in the local community.
11.76 Obtain a resource person to talk about:
- a. organizing a corporation
- b. obtaining a charter
- c. selling and issuing stocks
- d. making reports to the proper state authority

LEGAL ISSUES AND THE SMALL BUSINESS

Basic Skills

12.1 Define terms relative to contracts.
12.2 List and discuss the requirements of a contract.
12.3 Name four means by which a contract may end.
12.4 Describe at least two remedies for breach of contract.

12.5 Discuss insolvency and voluntary versus involuntary bankruptcy.
12.6 Describe what actions a federal court takes when a petition for bankruptcy is filed and adjudged.
12.7 Define terms relative to negotiable instruments.
12.8 Explain how negotiable instruments differ from ordinary contracts.
12.9 Name at least four conditions that must be present for an instrument to be negotiable.
12.10 Describe two methods for transferring negotiable instruments.
12.11 Define terms relative to property.
12.12 Name at least four ways of acquiring real property.
12.13 Discuss how a lease is entered into and how it is terminated.
12.14 Define terms relative to consumer protection.

Developmental Skills

12.25 Evaluate the rights of employees and employers given to them by law.
12.26 Discuss the implications of government regulations of employment.
12.27 Explain unfair labor practices and give details of documentations needed for defense against discrimination charges.
12.28 List independent administrative agencies created by legislation and the areas of activity over which they have various degrees of control.
12.29 Name at least five federal agencies that provide service and protection to consumers.
12.30 Name at least three private agencies that provide service and protection to consumers.
12.31 Identify some common forms of unfair trade practices.

Extension Skills

12.75 Distinguish between the right of an owner to use property and the rights of a tenant to use property.
12.76 Evaluate the legal basis for government regulations of business.

OBTAINING INITIAL CAPITAL AND CREDIT

Basic Skills

13.1 Define terms relating to the obtaining of initial capital and credit.
13.2 List sources of funds for a new business.
13.3 Distinguish between owned capital, retained earnings, and borrowed capital.
13.4 Discuss the personal financial needs of the owner during the initial stage of operations.
13.5 Describe short- and long-term sources of funding in starting a business.
13.6 List reasons why a business firm might need long-term capital.
13.7 Name the factors that a business should consider before deciding which source of capital to use.
13.8 Describe the uses of a line of credit.

Developmental Skills

13.25 Estimate capital requirements of a small business.
13.26 Prepare an application for initial capital and credit from appropriate lending agencies.
13.27 Prepare required materials for completing the application.

Extension Skills

13.75 Plan an owner's cost-of-living budget for the first three months of the business.
13.76 Interview successful businesspersons concerning how they successfully obtained capital and credit.

PROTECTING ASSETS

Basic Skills

14.1 Explain the common financial business risks through:
- a. the loss of ability through disability
- b. the loss of a building and/or contents as a result of fire or other disaster
- c. the loss of business income through destruction of property
- d. the loss of assets through employee dishonesty, shoplifting, and theft
- e. the loss of assets through adverse judgments in lawsuits and a result of Tort law

14.2 Define and apply the vocabulary appropriate to the study of insurance.

14.3 Explain the methods of avoiding financial loss through risk:
- a. by not going into business
- b. self-insurance
- c. reducing the risk by installing preventive devices such as sprinkler system, fire alarm, etc.
- d. by purchasing insurance

14.4 Distinguish between risks which are insurable and those which are uninsurable.

14.5 Discuss and identify the various types of insurance available for business owners.

14.6 Discuss what the entrepreneur can do to minimize uninsurable risks.

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- b. preventive or protective action
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14.78 Investigate the fire insurance rates on business firms located in the community.

MANAGEMENT FUNCTIONS

Basic Skills

15.1 Describe how the work of managers is different from that of other employees.

15.2 List the tools the managers use for planning purposes.

15.3 Name and describe the four functions of management.

15.4 List advantages and disadvantages of managment levels.

15.5 Identify the basic elements to be considered in organizing work.

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CONTROLLING

Basic Skills

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16.2 Discuss four areas needing special types of controls to reduce losses.
16.3 Discuss the need for management information.
16.4 Explain the uses of business research.

Developmental Skills

16.25 Discuss why controlling activities begin as soon as a new operation has been started.
16.26 Explain the necessity of comparing planned budget figures with the actual figures.
16.27 Identify several ways in which the credit costs of a business can be controlled.
16.28 Discuss how the amount of shoplifting in retail stores affects retail prices.

Extension Skills

16.75 Discuss why health and safety programs can be considered a part of cost control.

PERSONNEL MANAGEMENT

Basic Skills

17.1 Define terms that pertain to personnel management.
17.2 Explain the functions of a personnel department.
17.3 Demonstrate the ability to conduct an employer/prospective employee interview.
17.4 Distinguish between fair and unfair employment practices.
17.5 Identify sources for recruiting job applicants.
17.6 Set criteria for selecting personnel.
17.7 Identify ways of increasing individual productivity.
17.8 List methods of developing company pride and employee loyalty.
17.9 Identify the role of labor unions in personnel management.
17.10 Explain the function of the Equal Employment Opportunity Commission.
17.11 Explain laws that have been passed that affect employment practices and give reasons why each of these laws was enacted.
17.12 Discuss the procedures typically followed by the personnel department after applicants have been obtained.
17.13 Describe methods of training new employees.
17.14 Name and describe incentives that should encourage the worker to increase production.
17.15 List fringe benefits that may be available to employees.
17.16 List reasons employees lose their jobs and note the proper procedures for terminating an employee.

Developmental Skills

17.25 Analyze a resume to determine strong and weak points of applicant.
17.26 Develop a plan for training employees.
17.27 Create a plan for employee's fringe benefits.
17.28 Compile sources of finding prospective employees and identify which sources would be best to use when selecting different types of employees.
17.29 Present incentives that might be used to encourage the employee to seek additional training.
17.30 Discuss how an employee should be evaluated and who should do the evaluation.

Extension Skills

17.75 Participate in a "mock" bargaining session between a group of students representing the union and a group of students representing management.
17.76 Participate in a debate on the following topics:
a. sexual harassment on the job
b. discrimination in hiring practices
c. documentation necessary for terminating employees
d. Equal Employment Opportunities Commission
17.77 Interpret the significance of facts listed on a resume in terms of probable job performance success.

FINANCIAL MANAGEMENT

Basic Skills

18.1 Define terms relative to financial management.
18.2 List sources of short-term and long-term financing.
18.3 Explain single entry/double entry accounting systems.
18.4 Describe the differences between common stock, preferred stock, and bonds.
18.5 List the advantages and disadvantages of leasing vs. buying assets.
18.6 Describe how investment credit and depreciation are used by businesses.
18.7 Describe the three "C's" commonly recognized for establishing credit—character, capacity, and capital.
18.8 Describe two sources of credit information—customers, credit agencies.
18.9 List the major requirements of the Truth-in-Lending Act.
18.10 Explain the services offered by commercial banks, savings and loan associations, and trust companies.
18.11 Discuss the importance of purchasing and inventory control.
18.12 Discuss how budgets are used to run business firms efficiently.
18.13 Name the types of credit plans.

Developmental Skills

18.25 Analyze cash-flow statements, income statements, and statements of financial condition.
18.26 Analyze financial statements from the viewpoint of the following:
a. managers
b. owners
c. suppliers
d. lenders
e. unions
f. government
18.27 Write the Small Business Administration and request the brochures available on financing and operating your own business.
18.28 Discuss the relationship of a standardized contract to the Truth-in-Lending Act.

Extension Skills

18.75 Analyze the pros and cons of borrowing at today's interest rates.
18.76 Collect stockholders' reports from major corporations and discuss what information each contains.
18.77 Discuss the importance of purchasing and inventory control by playing the game "Business Strategy".
18.78 Compose a list of assets which would be better leased than purchased based on specific situations.
18.79 Conduct a survey of local businesses and discover how they initially financed their businesses.
18.80 Explain the risk involved and the terminology used in the stock market by playing the "Stock Market Game".

MARKETING MANAGEMENT

Basic Skills

19.1 Define terms associated with marketing, advertising, and selling.
19.2 Distinguish between marketing and consumption.
19.3 Describe the four P's of the marketing mix and explain their inter-relationship.
19.4 Explain the various channels for distributing products from the producer to the consumer.
19.5 Identify common purchasing and transportation problems that businesses may encounter.
19.6 Describe the basic steps involved in ordering and receiving goods.
19.7 Discuss the major methods of shipping goods.
19.8 Explain what "FOB" means.
19.9 Discuss various factors most often used to price goods.
19.10 Explain how the economic principles of supply and demand help determine the price of a product.
19.11 Calculate how goods are marked up or down based on the selling price.
19.12 Discuss the techniques of effective selling and the characteristics needed to be a successful salesperson.
19.13 Describe the steps involved in creating advertisements.
19.14 Describe agencies and guidelines which govern the accuracy and honesty of advertising.
19.15 List and discuss the various uses and benefits of advertising.
19.16 Discuss the importance of quality and economy of a product.
19.17 Discuss the factors involved in planning advertising programs.

Developmental Skills

19.25 Discuss and compare the different types of media that use advertisements.
19.26 Survey the types of media available for advertising in your area.
19.27 Collect and examine local newspapers which contain information about consumer protection groups and new government rulings designed to protect the consumer.
19.28 List several items which sell at lower prices today than in the past.
19.29 Choose a product and explain how supply and demand help determine the price of that product.

Extension Skills

19.75 Evaluate the advertising cost involved for the different types of media.
19.76 Evaluate the various kinds of advertising and sales promotions.
19.77 Evaluate newspaper ads promoting small businesses in your area for their effectiveness and purpose.
19.78 Analyze different forms of displaying merchandise and selling price in local stores in relation to which methods are most effective.

19.79 Write two reports comparing two products of the same type using sources such as "Consumer Report" and "Consumers' Research Magazine."
19.80 Discuss examples of merchandise that may be sold at high prices or at low prices depending on the time of the year.
19.81 Collect copies of annual reports from several companies and prepare a chart analyzing the relationship between marketing expenditures and sales.

BUSINESS TAXES AND GOVERNMENTAL REGULATIONS

Basic Skills

20.1 Define terms related to business taxes and governmental regulations.
20.2 Describe and calculate the three employees and three employer payroll taxes.
20.3 Describe and calculate taxes for self-employment.
20.4 Describe and prepare the declaration of estimated tax request of the self-employed.
20.5 Discuss the types of goods and services subject to the excise tax.
20.6 Explain some of the major federal laws that promote fair competition.
20.7 Describe how patents, copyrights, and trademarks are beneficial to business.
20.8 Discuss anti-trust governmental regulations.
20.9 Discuss environmental government regulation.

Developmental Skills

20 25 Identify excise taxes paid on goods and services in the state of Arkansas.
20.26 Calculate the excise taxes on various goods and services.
20.27 Calculate the sales tax on various products.

Extension Skills

20.75 Discuss the topic "What effect do taxes have on business decisions?"

COMMUNITY RELATIONS

Basic Skills

21.1 Describe the importance of community relations to business.
21.2 Identify the variety of sources from which the community learns about a company.
21.3 Discuss the importance of company involvement in community and professional organizations.
21.4 Identify the outcomes expected in maintaining good community relations.
21.5 Explain the objectives of a community relations program.
21.6 Explain how community relations programs can help companies recruit qualified staff.
21.7 List the procedures to be followed in maintaining good community relations.
21.8 Identify those who should administer and implement the community relations program and describe their function.
21.9 List and describe the recommended steps in planning a community relations program.
21.10 List the media available for communicating a company's community relations program.

Developmental Skills

21.25 Collect local newpaper clippings that illustrate community relations activities of small businesses.
21.26 Discuss the most significant activities of a public relations program for a small business.

Extension Skills

21.75 Develop a public relations program for the Junior Executive Training class.
21.76 Prepare an exhibit to be displayed in local businesses.
21.77 Prepare a presentation suitable for publication, video tape, and/or radio promoting business education, FBLA, the Junior Executive Training class, etc.
21.78 Identify local community needs and brainstorm possible solutions to meet these needs.
21.79 Select a business and identify how its public relations program meets the needs of its employees, customers, stockholders, suppliers, the community, and government agencies.

PERSONAL MONEY MANAGEMENT

Basic Skills

22.1 Match terms associated with buying, savings, investments, insurance, and income taxes.
22.2 Set up a budget and keep a record of expenditures.
22.3 Name and discuss practical aspects of every day personal finance: income, budgets, savings, loans, investments, insurance, credit, tax records.
22.4 Establish a list of short- and long-term goals for savings.
22.5 Prepare a guide list for making wise money choices when buying food, clothes, transportation, or shelter.
22.6 Describe the various forms of personal savings and investment.
22.7 Recognize the advantages and disadvantages of various savings and investment plans.
22.8 List factors to consider in investing.
22.9 Describe the basic types of life insurance.
22.10 Explain the most common types of health insurance.
22.11 List and explain the different types of car insurance that are available.
22.12 Explain how car insurance can be reduced.
22.13 Explain how homeowners can protect against loss.
22.14 Discuss rights and responsibilities as a taxpayer.
22.15 Complete individual income tax forms.
22.16 List the pros and cons of buying on credit.

Developmental Skills

22.25 Discuss how to make wise decisions concerning borrowing money and using credit.
22.26 Review various brochures given free by the local credit bureau.
22.27 Discuss consumer buying from articles in newspapers and magazines and make reports to class.
22.28 Complete typical credit applications.
22.29 Complete Foms 1040A (tax return).
22.30 Discuss coverage provided under an insurance policy such as Blue Cross and Blue Shield.

Extension Skills

22.75 Review various booklets published by Insurance Information Institute.
22.76 Determine the cost of insurance premiums and determine if it is advantageous to have insurance.
22.77 Conduct a survey to determine the usefulness of each banking instituton in your community or area.
22.78 Complete income tax return Forms 1040 using only Schedules A and B.

CAREER OPPORTUNITIES

Basic Skills

23.1 Name and describe the four functions of management, middle-management, and executive positions.
23.2 List advantages and disadvantages of management levels.
23.3 Describe the opportunities in personal service careers.
23.4 Describe the opportunities in public service careers.
23.5 List and explain the advantages and disadvantages of a career in service, both public and personal.
23.6 Describe different merchandising careers.
23.7 Describe the opportunities available in marketing and merchandising enterprises.
23.8 List and explain the channels of marketing distribution and the careers available.
23.9 Describe the opportunities in manufacturing careers.
23.10 Describe the career opportunities that aid the manufacturer. (Example: advertising, research, distribution, etc.)
23.11 Describe the relationship between management and labor organizations.

Developmental Skills

23.25 Compare the similarities/differences between the levels of management in the community.

Extension Skills

23.75 Perform short skits in business management.
23.76 Collect articles and pictures from newspapers, magazines, etc., of management opportunities in service, merchandising, and manufacturing enterprises.
23.77 Prepare a report of the results of "shadowing" a manager from one or more of the three major types of business organizations covering the following areas:
- a. job description
- b. Job duties (regular and periodic)
- c. Job requirements
- d. educational requirements
- e. supervisory requirements
- f. dress requirements
- g. physical requirements
- h. work experience
- i. salaries
- j. product knowledge
- k. knowledge of equipment and materials (on the job)
- l. contacts (social, customers, employees, and employer)